

EC'd Yes Last Received: 10/03/2012 4:03 PM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 692 Agency C/P1/P2/E 11/27/692 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/02/2012 - 10/08/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*22	SA	7A-8A	SATURDAY AM NEWS Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	10/06-10/06	1	1	1	\$400.00	
	*29	F	9A-10A	TODAY SHOW 2 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/05-10/05	0	0	0	\$0.00	
	*30	M	9A-10A	TODAY SHOW 2 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/08-10/08	0	0	0	\$0.00	
	*35	M	10A-11A	TODAY SHOW 3 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/08-10/08	0	0	0	\$0.00	
	*38	TH	12P-1P	NOON NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/04-10/04	0	0	0	\$0.00	
	*44	F	1P-2P	DAYS OF OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/05-10/05	0	0	0	\$0.00	
	*45	M	1P-2P	DAYS OF OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/08-10/08	0	0	0	\$0.00	

Rep Order# 6839677 Ver# 3 Status Revised Traffic Order# Printed: 10/03/2012 5:01 PM 3 of 5

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Traffic Order#

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3 of 5

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Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/692

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	*50	M	2P-3P	THE DOCTORS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/08-10/08	0	0	0	\$0.00	
	*54	F	3P-4P	MAURY POVICH Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/05-10/05	0	0	0	\$0.00	
	*60	M	4P-5P	ANDERSON COOPER Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/08-10/08	0	0	0	\$0.00	
	*64	F	5P-530P	5PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/05-10/05	0	0	0	\$0.00	
	*69	F	530P-6P	WAVY10NWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/05-10/05	0	0	0	\$0.00	
	*70	M	530P-6P	WAVY10NWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/08-10/08	0	0	0	\$0.00	
	*75	M	6P-630P	6PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,000.00	10/08-10/08	0	0	0	\$0.00	

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	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/06-10/06	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/07-10/07	0	0	0	\$0.00	
			Buyline Comment: CXL PER AGY/CLIENT REQUEST									
			Sales Remark: V3 CXL PER AGY/CLIENT REQUEST									
			V3 More than 2 codes changed									
	*94	M	11A-12P		:30	\$215.00	10/08-10/08	1	1	1	\$215.00	
			Buyline Comment: HAMPTON ROADS SHOW									
			ADD TO SKED									
			Sales Remark: V3 ADD TO SKED									
			V3 Added									

---REPORT TOTALS---

Report Totals: 2 / \$615.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$28,165.00
Sales Totals: 64 / \$28,165.00
Station Totals: 64 / \$28,165.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE